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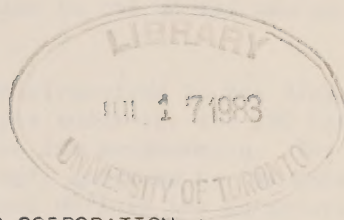
CANADIAN BROADCASTING CORPORATION

Multicultural Programming

Ottawa
April 3, 1978

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Policy

The Canadian Broadcasting Corporation, one of whose priorities is to contribute to the development of national unity, recognizes the need to strengthen the ties between the various regions of Canada, and between the different linguistic and cultural communities in those regions.

While the presence of diverse ethnic groups gives a multicultural character to the country, it also generates tensions and creates problems of integration, adaptation and understanding between the different communities. These feelings are naturally reflected in CBC's programs, as are the importance of these groups and the quality of their contribution to the social and cultural life of the country.

By virtue of the policies arising from the directives in the Broadcasting Act, and by reason of the ethnic diversity of its audience, the CBC has long practised a policy of cultural pluralism in its programming. The policy on Multicultural and Multilingual Broadcasting*, approved by the Directors of the CBC in June 1973, embodies this position and defines the Corporation's guiding principles in this matter.

The CBC intends to continue to affirm and reflect in its programs the multicultural riches and multi-racial characteristics of Canadian society in keeping with the Corporation's obligation to "contribute to the development of national unity and provide for a continuing expression of Canadian identity."

Multicultural Programs


The CBC's involvement in multicultural programming is extensive. At one time or another on its six networks, or on its individual stations when they broadcast locally, there are programs with a multicultural flavour or items which reflect the ethnic pluralism of our country.

Both language divisions are involved in multicultural programming. The general approach to multiculturalism in programming is to produce material which is of general interest and not to "ghettoize" it.

Both French and English Television networks are currently showing THE NEWCOMERS/LES ARRIVANTS, the story of the different ethnic groups which peopled Canada. The series features the English, the French, the Scots, the Irish, Eastern and Southern Europeans, and talks about their arrival here as well as their contribution to the country.

CE COIN DE TERRE, a twenty-part series on Western Canada's ethnic cultures, was shown on both of the television networks.

English Television programs dealing with the multicultural richness of the country are not self-consciously "ethnic" but seek to place ethnic cultures within our total society.



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MAN ALIVE has touched on multiculturalism in its programming, including coverage of the Annual Indian ecumenical conference in Alberta; a look at the churches of Eastern Europe; prejudice in Canada.

THIS LAND frequently deals with the area of Indian society and with individuals of various cultures who have triumphed over adversity on the land. In a series of 11 half-hour programs broadcast last year, THIS LAND explored the great Canadian land, its people and its wildlife heritage.

In the fall of 1976, English Television presented HERE TO STAY, a six-part series of one-hour original teleplays dramatizing the lives of Canadian immigrants. In preparation is THE ALBERTANS, a three-part series set against the background of contemporary developments in Alberta, which examines the lives and interaction of three families; a rancher faced with losing his land, native peoples demanding settlement of land claims, and a businessman involved in a petrochemical project.

Lastly, English Television is telecasting for the third year KING OF KENSINGTON, a successful situation comedy series revolving around Larry King, the owner of a small corner store in a racial mixed area of Toronto.

On French Television, FEMME D'AUJOURD'HUI, a weekday magazine, often presents multicultural features: special programs in this series included a look at Arab, Mexican, Japanese women, a study of the Italian women of Montreal, and a documentary on New-Canadian women.

LES COQUELUCHES, a weekday light program, has broadcast a "Fête Italienne," a "Fête du Têt-Viet-Nam" and the "Noël des ethnies."

Last year, French Television featured an eight-part film series on the Indian of Northern Quebec, CARCAJOU OU LE PERIL BLANC.

It is not always easy to draw a line between the specific ethnic programs which feature the problems and achievements of new immigrants and Canadians of the first and second generation and stimulate the interest of the general public in their fortunes, and the many programs of all kinds which, because of their varied content, reflect the multicultural heritage of our western society.

In the former category, IDENTITIES on English AM radio is a prime example. The purpose of this program is to give access to public radio to ethnic groups whose background is not English- or French-speaking, and to reflect the multicultural riches of cultural minorities in a manner which interests other minorities and the population at large.

Also on AM radio, OUR NATIVE LAND presents news of native peoples' activities across Canada and their links to other native peoples overseas who have common problems and aspirations.

French AM radio broadcasts weekly the series ILS SONT DES NOTRES featuring immigrants who talk about themselves and tell viewers about their lives in Canada. THEATRE ACTUEL, a 38-part series currently broadcast, features 18 plays by Italian authors.

On FM radio, MUSIQUE DES NATIONS plays pieces of classical and semi-classical music of all countries, while the series FESTIVALS DU MONDE feature each week the recording of a different international music festival. Poems from foreign authors are read on POESIES NATIONALES CONTEMPORAINES, a 20-part series.

More generally, CBC English and French radio and television daily carry information about the outside world and the people of other lands. Not a day goes by without some news, magazine show or documentary about foreign countries appearing on our television screen. Regular reports are provided on Canadian immigration policies and procedures for receiving immigrants and helping them to adjust. Programs take advantage of festivals, fairs, anniversaries and the opening ceremonies for ethnic cultural centers to remind Canadians of the many and varied ethnic groups in their midst. Foreign feature films shown regularly on television may also serve in a more modest and indirect way to help acquaint Canadians with the country of origin of our ethnic groups.

Finally, there are many productions which would not be listed as ethnic programs, such as the presentation in English and French of an Ibsen drama, or the production of an Italian opera in its original language. The best form of multicultural broadcasting might be that which nobody identifies as such, but which blends together the talents of artists, performers and people in all walks of life, without consideration of race, creed or culture - according to the whim of events.

Northern Service

Thirty-four radio programs, most of them in Inuktitut and Indian dialects, originate from several northern locations as well as from the Montreal production center.

A weekly Inuktitut television program of 15-minute duration has been produced in Montreal since 1973 and beamed to Eastern and Western Arctic at different time slots. The native language broadcasts cover information and entertainment.

Northern Television Service broadcasts another Inuktitut weekly program produced by the Nunalsiakmiut Society from Frobisher Bay with the help of the National Film Board.

PROGRAM POLICY

Multicultural and Multilingual Broadcasting

(Adopted by the Board of Directors of the CBC at
its 102nd meeting, Ottawa, June 4-5, 1973)

Multicultural and Multilingual Broadcasting

Canada comprises on the one hand two large linguistic and cultural communities, one of British origin and the other French, which give rise to the bilingual character of the country at the official level, and on the other hand a native population of Indian and Eskimo origin, plus first and second-generation Canadians and recent immigrants from many lands. While the presence of such diverse groups gives a multicultural character to the country, it also generates tensions and creates problems of integration, adaptation and understanding between the different communities.

During the 60's when these problems became acute, the Royal Commission on B & B was assigned the task of examining the question and recommending solutions. In its Report the Commission put forward a series of measures designed to preserve and extend the presence of the French language and culture in many aspects of Canadian life. Volume IV of the Report also examined the contribution to the Canadian mosaic of groups who are neither British nor French in origin and urged that steps be taken to preserve their heritage.

In response to the recommendations contained in Volume IV, the government announced in the fall of 1971 a policy of multiculturalism within a bilingual framework and stressed the importance of the ethnic groups and the quality of their contribution to the social and cultural life of the country.

The Canadian Broadcasting Corporation, one of whose priorities is to contribute to the development of national unity, shares this general concern and recognizes the need to strengthen the ties between the various regions and between the different linguistic and cultural communities in those regions. By virtue of the policies arising from the directives in the Broadcasting Act and by reason of the ethnic diversity of its audience, the CBC has long practised a policy of cultural pluralism in its programming. It intends to continue to affirm and reflect in its programs the multicultural riches and multi-racial characteristics of Canadian society in keeping with the Corporation's obligation to "contribute to the development of national unity and provide for a continuing expression of Canadian identity". Schedule planners and program staff are expected to demonstrate continuing awareness of and sensitivity to this aspect of the CBC role.

The Corporation believes that recognition of the ethnic fact in its programs, by regular and frequent appearances by members of ethnic groups, by the inclusion of subjects in which they are keenly interested, by the systematic examination of prejudice, negative attitudes and even manifestations of hostility towards them, by an honest appreciation of the cultural values they bring to society and by an explanation of their contributions to Canadian life, will reduce the feeling of alienation among these groups.

However, the CBC will not engage in multilingual broadcasting on existing stations and networks, because in so doing it would be departing from the express priorities laid down in the Broadcasting Act to provide complete services in both official languages. The CBC makes an exception only for the original inhabitants of the country, the Indians and Eskimos, to whom the Northern Service broadcasts in several languages and dialects.

POLITIQUE DES PROGRAMMES

Multiculturalisme et multilinguisme

Le Canada est constitué, d'une part, de deux grandes communautés linguistiques et culturelles, une d'origine britannique et l'autre d'expression française, qui motivent officiellement le statut bilingue du pays, et, d'autre part, d'une population autochtone de souche indienne et inuit, de Canadiens de la première ou de la seconde génération et d'immigrants de date récente. Si la présence d'ethnies aussi diverses confère au Canada un caractère multiculturel, une telle situation est génératrice de tensions et suscite des problèmes d'intégration, d'adaptation et de compréhension entre les différentes collectivités.

Ces problèmes ont commencé à se manifester ouvertement au cours des années 60. La Commission royale d'enquête sur le bilinguisme et le biculturalisme fut alors instituée afin d'examiner la question dans son ensemble et de proposer des solutions. Dans son rapport, la Commission recommanda une série de mesures susceptibles de favoriser le maintien et l'épanouissement de la langue et de la culture françaises au Canada. Le volume IV du rapport étudia aussi la contribution des groupes ethniques d'origine ni britannique et ni française à la mosaïque canadienne et invita le gouvernement à prendre des initiatives afin de préserver leur héritage.

C'est pour donner suite aux recommandations du volume IV que le gouvernement énonçait, à l'automne de 1971, une politique de "multiculturalisme dans un cadre bilingue" et soulignait l'importance de la présence des groupes ethniques et la qualité de leur apport à la vie sociale et culturelle du pays.

La Société Radio-Canada dont la fonction expresse est de participer à l'édification d'une conscience collective et nationale, partage évidemment le souci des autorités publiques vis-à-vis des groupes ethniques et souscrit à toute initiative de nature à renforcer les liens entre les diverses régions et entre les différentes communautés linguistiques et culturelles qui y vivent. Conformément aux orientations découlant du statut que lui confère la Loi sur la radiodiffusion, et en raison aussi de la diversité ethnique du public qu'elle dessert, elle a toujours pratiqué une politique de pluralisme culturel et d'ouverture à l'égard des minorités.

C'est dans le même esprit qu'elle entend continuer d'affirmer avec force et de refléter de façon constante, à l'intérieur des émissions, la richesse pluri-culturelle et les traits pluri-ethniques de la société canadienne, selon l'obligation qui est la sienne de "contribuer au développement de l'unité nationale et (d') exprimer constamment la réalité canadienne". Radio-Canada s'attend à ce que ses cadres de programmes et son personnel de production manifestent beaucoup de sensibilité et exercent une attention de tous les instants relativement à cet aspect du rôle du service national.

La Société considère qu'une reconnaissance permanente du fait ethnique dans les émissions, par des participations régulières et nombreuses des membres des groupes ethniques, par l'insertion de thèmes chers à ces derniers, par l'examen systématique des préjugés, des attitudes antipathiques, voire des manifestations d'hostilité à leur égard, par une prise de conscience franche des richesses culturelles qu'ils véhiculent et par l'exposé de leurs contributions à la vie canadienne, diminuera le sentiment d'aliénation que ces groupes peuvent ressentir.

Radio-Canada, cependant, n'a pas l'intention de s'engager dans la radiotélévision multilingue en utilisant ses stations et ses réseaux existants, car elle s'écarterait ainsi des priorités expresses de la Loi sur la radiodiffusion, laquelle lui enjoint de fournir un service complet dans les deux langues officielles. Elle ne déroge à cette règle que pour les premiers habitants du pays, les Indiens et les Inuits, à l'intention desquels le Service du Nord transmet des émissions en plusieurs langues et dialectes.



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